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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92050920
Party	Plaintiff Intellect Technical Solutions, Inc.
Correspondence Address	WILLIAM G GILTINAN CARLTON FIELDS PA 4221 W BOY SCOUT BLVD , SUITE 1000 TAMPA, FL 33607-5780 UNITED STATES tgiltinan@carltonfields.com
Submission	Plaintiff's Notice of Reliance
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Date	01/27/2011
Attachments	NOR152.tif ( 7 pages )(203928 bytes )

**In The United States Patent And Trademark Office  
Before The Trademark Trial And Appeal Board**

In re: Registration No. 3,009,990  
Trademark: ENTELLECT  
Registered November 1, 2005

INTELLECT TECHNICAL SOLUTIONS, INC.

Petitioner,

v.

MILENA SONI,

Respondent.

Cancellation No.: 92050920

**PETITIONER'S THIRTEENTH NOTICE OF RELIANCE**

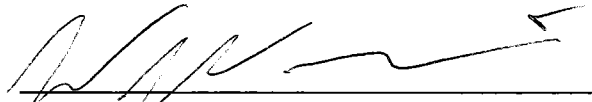
Petitioner Intellect Technical Solutions, Inc. submits this Notice of Reliance in accord with 37 C.F.R. § 2.120, et seq. and 37 C.F.R. 37.122, et seq. The following is hereby designated and made part of the record of this proceeding:

1. Intellect's Exhibit 152. Dated printout of the web page available at [www.potentialsdevelopment.org/pdinchome.htm](http://www.potentialsdevelopment.org/pdinchome.htm), pursuant to 37 C.F.R. 2.122(e). The published website describing the services offered by Potentials Development is relevant to Respondent's allegation that a contractual relationship between Respondent and Potentials Development supports her use of the subject mark in commerce, and to the nature of the services, if any, she actually provides under the subject mark.

Petitioner submits that the above-identified exhibit, and the copy of the same submitted herewith, is a publication, available to the general public or in general circulation among a segment of the public which is relevant under an issue in this proceeding.

Respectfully submitted,

Date: January 27, 2011



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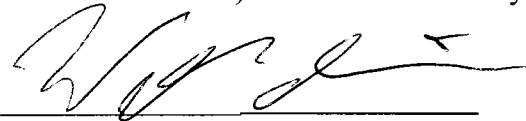
**CERTIFICATE OF SERVICE**

I hereby certify that I served the foregoing Petitioner's Thirteenth Notice of Reliance to Respondent's counsel at the following address:

Surjit P. Soni,  
Ronald E. Perez, ron@sonilaw.com  
The Soni Law Firm  
35 N. Lake Ave. #720  
Pasadena, CA 91101

via Federal Express, Overnight Delivery (Tracking No. 794362475167) and email on January 27, 2011.

Dated: January 27, 2011



William G. Giltinan

Intellect Technical Solutions v. Milena Soni  
Cancellation No. 92050920  
**Intellect's Exhibit 152**

## **www.PotentialsDevelopment.com**

### *"Putting the Pieces Together"*

Please click [HERE](#) to return to Home Page. --- Please click [HERE](#) for previous version of website.

#### **How To Login at SelfMaps™:**

**Registered Users:** Please click [HERE](#) to login using your e-mail address and the password you were previously assigned.

**New Users:** Contact us and we will assign you a unique password to use with your e-mail address. You may then click [HERE](#) to login and take the test. Note: Email address + Password must be unique for each user.

**Sample User:** If you would like to login so you can view sample MAPs and get a feel for the site, please click [HERE](#) and login with Email=johndoe@pdi.com and Password=johndoe.

#### **Contact Us:**

Patrick R. Neils, President  
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P.O. Box 55339  
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#### **About You:**

Think about it, when others ask you "Who are you?" do you respond by telling them:

1. What you do,
2. Where you work,
3. Where you went to school,
4. Who your family members are,
5. Who your friends are and so on?

This is not who you are, it is information about your history, environment and behavior.

The Reflections Questionnaire™ and the Motivational Assessment of Personality (MAP™) will help you and others you interact with get a better understanding of "Who You Are" and find "Best Fit" personal, vocational and educational options for your future.

#### **About PDI:**

Potentials Development, Inc. is a company with over fifty years of research, development and practical application with thousands of individuals and hundreds of organizations around the world!

We are dedicated to helping you and your organization

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recognize your potential and reach life goals.

We will help you determine "Who You Are" and find "Best Fit" personal, vocational and educational options based on individual assessment results.

As an added benefit, one of our representatives will be available to work with you at whatever level you decide is best for you!

## **Our Services:**

### **Reflections Questionnaire™:**

Your motivational preferences are identified by the completed Reflections Questionnaire™, requiring only 30 to 40 minutes to finish. Your responses go directly into the Motivational Assessment of Personality (MAP™) software.

### **Motivational Assessment of Personality (MAP™):**

The Motivational Assessment of Personality (MAP™) varies from three to five parts and up to 50 pages in length, depending upon client request. These reports form the basis for personalized coaching and consultation with affiliated, trained and certified professionals.

### **Job MAP™:**

Job MAP™ is our proprietary process of matching individuals with specific tasks and jobs. The Job MAP™ precisely evaluates the person relative to behavioral and task terminology. Specific jobs are defined and measured in those same terms. Having the person's motivations and the tasks of the job, we match them against each other. It is immediately apparent why someone is succeeding in or stressed by his or her job. Any work components can be defined using the Job MAP™ technology.

### **Work Group MAP™:**

Work Group MAP™ is another proprietary process by which PDI looks at teams of people. This process compares communication, decision making, leadership and other key characteristics of individuals within a work group. Twenty-seven graphical overlays and numerical comparisons allow immediate understanding of the inter-personal dynamics of a Work Group. In a world where people share a project and never meet each other Work Group MAP™ promotes understanding and communication. Each of the graphs is accompanied by definitions and explanatory information.

### **Reflections Questionnaire™:**

One component of the SelfMaps™ process is the powerful Reflections Questionnaire™ that measures personal preference and motivation. These individual characteristics drive the choice of vocation and occupation, in addition to communication, learning and relationships.

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A very complex analysis of your responses creates a Motivational Assessment of Personality (MAP™) that correlates your inherent drives with the world of work, study and relationships.

The Reflections Questionnaire™ can be completed in less than forty minutes. It is important to respond intuitively. Your first choice is your best choice. Do not over-analyze your response.

It is not necessary for you to have the skills, physical capability, training or experience required for the task, only the desire.

Respond only on the basis of your preference.

Sample Question:

Please read all 3 statements in the sample section below.

Click only one of the 3 Green Buttons for the statement that you prefer Most, then

Click only one of the 2 remaining Red Buttons for the statement that you prefer the Least.

Do not click Most and Least buttons for the same statement.

In the example below, the statement "Visit stores in a metropolitan shopping mall" was preferred the Most and the statement "Hike through a national wilderness area" was preferred the Least.

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M L

- ☒ ☐ Visit stores in a metropolitan shopping mall.
- ☐ ☐ Spend a vacation at a luxury resort.
- ☐ ☒ Hike through a national wilderness area.
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Potentials Development, Inc.  
Authorized Representative of SelfMaps, LLC  
Motivational Assessments of Personality (MAP™)  
Professional products from SelfMaps, LLC

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